

King County Combined Fund Drive Steering Committee Agenda

University of Washington
UW Tower 4333 Brooklyn Ave NE, Seattle WA 98195
Tuesday, December, 2 2014 Fremont Conference Room – T 22
9:00 a.m. – 10:30 a.m.

In Attendance: Miriam Castro (UWCFD), Kerri Everly (UWCFD), Christie Hawkins (United Way of King County), Jeanne Lenz, (Employment Security Division), Curtis Bronson (WSDOT Alaskan Way Viaduct), Alex Stone (Summit Assistance Dogs), and Philip Kerrigan (CFD State Office) via teleconference.

Minutes Review & Action Items:

Action Items Completed (prior month):

The committee suggested surveying our coordinators to see what their reasons are for not attending events. Survey was created, will have results at the next meeting.

Kerri will look into purchasing the photo printer for the recognition event. Kerri and Miriam have ordered the printer, ink and photo paper. Thanks to the CFD state office for lending us their camera for the event.

Kerri will work on a joint King and Snohomish award recognition form and send to Philip to post to the state site. Kerri has sent to Philip to post to the state site.

Welcome & Introductions

Subcommittee Updates:

Recognition Update:

- The recognition event committee had a planning meeting to discuss the details.
- Want to structure the program a little differently than previous years, so the overall feel of the event is more casual and there is more time for coordinators to play pirate games and talk with their fellow colleagues.
- Curtis has agreed to help present awards.
- Kerri and Miriam will be ordering candy and materials for the tattoo booth, pirate map game and fishing game.
- Miriam will work on the treasure map game
- Christie has volunteered to build our treasure chest and create the pirate fishing game.
- The committee will plan to select two winners for each category this year.
- Still deciding on the award color and style and some of the other decorative details.
- Kerri, Miriam, Christie and Curtis will do a walkthrough of the Venue next week.

Budget: We were double billed for the copier charges, Kerri will work to correct the issue. Added the cost of the photo printer

State Report:

Marketing Report:

- The campaign is in the home stretch with the month of December to go.

- Preparing for the Five Days of giving incentive contests. Has prizes selected for small, medium, and large agencies, for higher ed., and for all donors. The prize for higher ed., is an Amazon Fire TV. Have procured some really cool items including a Seahawks Jersey and a \$100 RAM gift card.
- Released the 2014 Holiday Gift Guide, it is now live online and has been sent to all volunteers.

Volunteer & Outreach:

- Asking that campaign leaders get their fundraisers turned in by Friday the 12th.
- Have been promoting the national #Giving Tuesday social media campaigns on Facebook and Twitter.
- Working with the county committees to get their volunteer nomination forms posted to the state site. Philip will start heavily promoting the awards events in the coming weeks.

Overall Campaign News:

- The campaign is up over \$70,000 and 170 over last year! Philip also reports that fundraisers are up as well.
- Next week is the CFD team retreat, his office will focus on planning for the coming year.
- Working on WACs at the legislative level for donating leave time to the CFD and getting a day off a year for volunteering.
- Working on developing donor incentives for 2015, such as giving levels or for new donors.

Member check-in:

Miriam: Went to California for Thanksgiving. Enjoyed 80 degree weather

Alex: Researching larger venues for Summit's annual fundraiser. Currently at the Bell Harbor Center, which Summit has outgrown!

Jeannie: ESD is currently working on a giving match with the United Way of Mason County. Philip is helping coordinate some of the details. ESD is also up for the first time in a long time! Had an FTE article published! Also excited for her 50th Birthday and had a great Thanksgiving with her family.

Curtis: So excited for his new baby granddaughter! She was born over this past weekend. Baby and mama are doing great!

Kerri: Working on wrapping up the campaign, this is the UWCFD's last week to give. Excited to take four weeks of for the holidays! Also very excited for her new puppy, a boy Lhasa Apso, will pick him up on Friday!

Christie: Presented the CFD a beautiful United Way award. 5% of donors are giving to the United Way! Only has nine more days of her term left with the UWKC, will be back in time for the recognition event.

Philip: Getting ready for Christmas with his boys! One of his sons loves the seven dwarfs and so Philip has been trying to find dwarfs for his son for Christmas. His other son is happy with baby food and formula ☺

Next Meeting: January 2015!